



# NEWS

from the National 5 A Day Program



*A public-private partnership to promote consumption of fruits & vegetables*

## New 5 A Day Grants Awarded

The NCI, with the Center for Disease Control and Prevention (CDC), awarded 5 A Day Evaluation Grants to State Health Agencies in September 1999. These funds will support six one-year projects to evaluate 5 A Day nutrition interventions targeting specific community channels:

**Alaska** - will target Native Alaskans with interventions in rural grocery stores to increase produce availability and 5 A Day information (PI: Diane Peck).

**California** - will evaluate the effects of the California Latino 5 A Day Spanish and English mass media, festival, and farmers' market interventions on fruit and vegetable intake in Latinos (PI: Desiree Beckman).

**Colorado** - will study the factors related to adoption and implementation of 5 A Day lessons in elementary schools and by special resource teachers; as well as children's knowledge and consumption in school cafeterias (PI: Diane Fulton)

**Massachusetts** - will expand and evaluate a middle school pilot project, "Healthy Choices", designed to increase fruit and vegetable intake, physical activity, and reduce intake of fatty foods, TV-viewing, and absenteeism (PI: Maria Bettencourt).

**Texas** - will evaluate an elementary school intervention comparing the efficacy of linking classroom and cafeteria activities with coalition activities (PI: Claire Heiser).

**Utah** - will evaluate the effectiveness of a social marketing campaign conducted in middle schools to increase consumption (PI: Heather Leonard).

## Celebrate Healthy People 2010

The U.S. Surgeon General invites health professionals to participate in the launch of the new national health objectives by attending the "Partnerships for Health in the New Millennium: Launching Healthy People 2010 Conference" on January 24-28, 2000 at the Omni Shoreham Hotel, Washington, DC. ([www.health.gov/partnerships](http://www.health.gov/partnerships)).

The 5 A Day Program staff from NCI, its industry partner, Produce for Better Health Foundation (PBH), and NCI's state and military licensees, will present a panel session: "Partnering for Health Improvements".

The following presentations will be featured: Collaborating Nationally to Increase Fruit & Vegetable Consumption in the US- Gloria Stables; Private Sector Partnering to Increase Fruit & Vegetable Consumption - Elizabeth Pivonka; TV and 5 A Day: A Mutually Beneficial Relationship - Mary Ann Van Duyn; 5 A Day: the Military's New Strategic Weapon for 2010 - Mary Kay Solera, Navy; Sally Hoedebecke, Army; and 5 A Day Program Uses Coalition and Media to Successfully Promote Fruits & Vegetables - David Rath, AR.

## CONTENTS

2010 Objectives	
Launch	1
Evaluation Grants	1
Grant Portfolio	2
5 A Day Coordinator	
Conference	2
Utah Training	3
Media - Kerr on Air	3
Congratulations!	4
Publications	4
Industry Happenings	5
Notes on	
National Partners	6
Spotlight on...	7
5 A Day Week	8
Americans Aware	
of 5 A Day	8
Conference Calls	8
Resources	8
Contacts	8

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Editor

NCI 5 A Day Staff  
(seated); State  
5 A Day  
Coordinators  
(standing) at  
5 A Day  
Coordinator  
Conference,  
July 1999  
(see page 2).



## Current Grant Portfolio in Nutrition and Behavior Change

(in the Health Promotion Research Branch)

Baranowski, Tom. Baylor College of Medicine. Gimme 5 Interactive Multi-Media Education (G5-IMME)  
5-R01-CA-75614-3

Beresford, Shirley, A. Fred Hutchinson Cancer Research Center. A Worksite Program to Increase Fruit & Vegetable Intake.  
2-R01-CA-59731-5A2.

Bishop, Donald, B. Minnesota Department of Health. 5 A Day Cafeteria Power Plus Program.  
5-R01-CA-59805-6.

Bowen, Deborah, J. Fred Hutchinson Cancer Research Center. Motivating Dietary Changes in Churches.  
5-R01-CA-79077-2.

Cartmel, Brenda. Yale University. Increasing F & V Intake in Head & Neck Cancer Patients.  
5-R01-CA-74567-3.

Danish, Steven, J. Virginia Commonwealth University. Cancer Prevention in Rural Youth -Teaching Health Goals.  
5-R01-CA-69220-4.

Franklin, Frank, A. University of Alabama at Birmingham. High Five Plus.  
2-R01-CA-59776-5.

continued on p. 3...

# Nation's 5 A Day Coordinators Exchange Ideas on Improving Americans Health at Conference

Health professionals from across the nation gathered to learn about new 5 A Day research and intervention strategies at the National



Cancer Institute's Fourth National 5 A Day State Coordinators Conference on July 22-24, 1999 in Baltimore, MD. Over 80 participants from health agencies, produce industry and government were in attendance. The conference theme, "Strategic Partnering into the New Millennium," emphasized the importance of partnerships in research and interventions.

The keynote address was delivered by **Dr. Barbara Rimer** (below), director of NCI's Division of Cancer Control and Population Sciences. Dr. Rimer thanked the State 5 A Day Coordinators for their important role in educating consumers about their health.



In a speech entitled, "Extraordinary Opportunities at NCI," Dr. Rimer described NCI's opportunities for capitalizing on the new knowledge about health behavior, new media technologies, and a far richer understanding of how people use those technologies, in order to reduce the burden of cancer. "As we enter the 21<sup>st</sup> Century, consumers and professionals alike have or will have a host of new opportunities for creating, distributing and acquiring health

information from the World Wide Web, tailored multimedia materials, interactive computer games, interactive kiosks, and wireless pagers, among others." To be effective in reaching particular audiences, cancer communication must use a variety of media, Rimer said. "We can't just give one size fits all messages," Rimer explained.

The conference featured workshops on behavioral change research and interventions; forming partnerships with national level organizations and industry; evaluation of the national program; unique funding opportunities; case-studies of effective partnerships; phytochemicals; and freshening the 5 A Day message. "On the brink of the new millennium, we're poised with 5 A Day to have even more success," said Gloria Stables, program director of NCI's 5 A Day program. Stables explained NCI's future plans for expanding the national 5 A Day program. During a presentation about the PBH's 5 A Day efforts, Pivonka thanked the state coordinators for performing a vital role in the program—with limited time and funds—and encouraged the 5 A Day Coordinators to continue to work together with industry members to conduct 5 A Day efforts.

Dr. John McKinlay, director of New England Research Industries, explained why our well-meaning public health actions have not lead to expected results. By reorienting our efforts away from the tail end of causality (physiological influences, individual behavior) and focus more on the upstream factors—organizations, communities, and "healthy public policies"—we may have a greater sociomedical impact.

At another panel session, representatives from several national organizations discussed how to develop partnerships between federal, non-profit and industry organizations. Alexis Williams of the American Cancer Society (ACS), stated that ACS will support state 5 A Day programs, school initiatives, and increase nutrition interventions by building partnerships. Eileen Newman, of the National Heart, Lung, and Blood Institute, National Institutes of Health, described the resources available to supplement 5 A Day activities, including a "create a diet" interactive website at <http://www.nhlbi.nih.gov>. Pat McKinney of Cooperative Extension of the USDA, talked about an effort to educate food stamp recipients that

includes the *5 A Day* message. Nancy Watkins of the Centers for Disease Control and Prevention described a part of their ongoing research that clearly demonstrates the importance of focusing on a combination of physical activity and *5 A Day*.

State *5 A Day* Coordinators focused on how to secure funding for state-based *5 A Day* efforts: Kathy Cobb, CT; Judith Anderson, MI; Judy Johnston, KS; and Sue Foerster, CA. Foerster stated that a good source of support comes from USDA's Food Stamp Nutrition Networks provide matching funds to states that provide nutrition education to low-income groups.

## Utah Association Holds Training on 5 A Day

The Utah *5 A Day* Association held a training conference on November 19 at the Cottonwood Hospital Wilkinson Center, Salt Lake City. The purpose was to share the latest program information, strengthen and rejuvenate current programs activities, to stimulate new ideas, and to renew focus for *5 A Day* in Utah.

Keynote speaker, Clark Wood, Corporate Produce Merchandiser of Associated Foods, launched the conference with a motivational message about how the program evolved to its present success from its early beginnings in 1991.

Dr. Lorelei DiSogra, Dole Food Company, in a keynote address, presented exciting news on the latest strategies used in social marketing.

Participants attending breakout sessions learned about the health benefits of fruits and vegetables; innovative teaching approaches in schools; and learn how to strengthen their media relations, how to increase the appeal of fruits and vegetables, and embark on joint efforts with physical activity programs.

One session emphasized the need to evaluate program activities and offered simple evaluation techniques. A final panel described the plethora of activities that have been and can be done locally to help Utahans "Get Fit with 5".

## Kerr on Air and Cyberspace

The *5 A Day* national media campaign has several projects in progress this winter. NCI continues to produce and market the "Do Yourself a Flavor" series with Graham Kerr to television stations nationwide. These stations will play the 90-second healthy cooking segments at least twice weekly on their local news.

To date, national television network affiliates have signed on in San Francisco; Seattle; Tampa; Memphis; Indianapolis; Ft. Meyers, FL; New Bern, NC; East Peoria, IL; Bangor, ME; Tallahassee, FL; and Cheyenne, WY.

The Graham Kerr "Do Yourself a Flavor" radio series also continues to play on radio stations nationwide — now totaling nearly 500 stations. In collaboration with Kerr, NCI has developed a total of 273 radio spots.

To obtain the simple but delicious recipes from these spots, visit [www.5aday.gov](http://www.5aday.gov).



### Current Grants ...

Fries, Elizabeth, A. Virginia Commonwealth University. Reaching Rural Residents with Nutrition Strategies. 2-R01-CA-71024-3.

Haire-Joshu, Debra. Washington University. Altering Dietary Patterns in African American Parents. 7-R01-CA-68398-4.

Havas, Stephen, W. University of Maryland. Maryland WIC Healthy Eating for a Lifetime Program. 5-R01-CA-59725-7.

Killen, Joel, D. Stanford University. Cancer Risk Factor Prevention For High Risk Youth. 5-R01-CA-68082-3.

Lasater, Thomas, M. Memorial Hospital of Rhode Island. Weight Control to Prevent Cancer in African Americans. 5-R01-CA-74484-3.

Lytle, Leslie, A. University of Minnesota. Reducing Cancer-Related Dietary Risk Behaviors. 5-R01-CA-71943-3.

Resnicow, Kenneth. Emory University. Dietary Change Through Black Churches. 5-R01-CA-69668-4.

Switzer, Boyd, B. University of North Carolina at Chapel Hill. NCI Dietary Guidelines Implemented Black Churches. 5-R01-CA-73981-5.



### Recent 5 A Day Research Publications

Beech BM, Rice R, Myers L, Johnson C, Nicklas TA. Knowledge, attitudes, and practices related to fruit & vegetable consumption of high school students. *J Adolesc Health* 1999; Apr;24(4):244-50

Buller DB, Morrill C, Taren D, Aickin M, Sennott-Miller L, Buller MK, Larkey L, Alatorre C, Wentzel TM. Randomized trial testing the effect of peer education at increasing fruit & vegetable intake. *J Natl Cancer Inst* 1999; 17:1491-1500.

Campbell, MK, Demark-Wahenfried W, Symons M, Kalsbeek WD, Doods J, Cowan A, Jackson B, Motsinger B, Hoben K, Lashley J, Demissie S, McClelland JW. Fruit & vegetable consumption and the prevention of cancer: The Black Churches United for Better Health Project. *Am J Public Health* 1999; 89:1390-1396.

Cullen KW, Baranowski T, Baranowski J, Herbert D, de Moor C. Behavioral or epidemiologic coding of fruit & vegetable consumption from 24-hour dietary recalls: Research question guides choice. *J Am Diet Assoc* 1999; 99:849-851

continued on p.5...

## CONGRATULATIONS!

At an awards banquet held during the 5 A Day Coordinator Conference in Baltimore, NCI honored State Coordinators and their staff with special recognition awards. Four awards recognized Coordinators for their valuable contributions to the 5 A Day Program: Outstanding Service, Outstanding Achievement, Commendation and Citation. The Citation was awarded to 33 Coordinators in state health agencies for their valuable contributions towards continued implementation of a state 5 A Day program at the community level.

### Outstanding Service

This award was presented to **Sue Foerster**, CA (left), by Gloria Stables in recognition of her outstanding continuous leadership in carrying out the vision of the National 5 A Day Program.



### Commendation

This award was presented to **Nancy Boyack**, FL; **Barbara Pryor**, OH; **Judy Rose**, IN; **David Rath**, AR; and the **South Carolina 5 A Day Program** for sustained high quality work performance in 5 A Day at the state level.

### Outstanding Achievement:

This award was presented to (left to right): **Judy Anderson**, MI; **Kathy Cobb**, CT; **Judy Johnston**, KS; **Diane Beth** (representing the North Carolina 5 A Day Staff: **Brenda Motsinger**, **Susan Velazques**), N.C.; and **Sally**

**Hoedebecke**, U.S. Army. These Coordinators were recognized for their valuable contributions towards continued implementation of 5 A Day programs at the community level.



## Industry Happenings

### "Nature's Functional Foods - Are They Here?" Symposium on Valentine's Day

Produce for Better Health Foundation (PBH) invites you to its symposium on functional foods held on February 14, 2000 at the UCLA Convention Center, Los Angeles.



Join PBH and leading researchers in an stimulating discourse on the whole foods versus supplements debate. The Symposium's objectives are to engage in a discussion with health professionals about the benefits of whole foods rather than individual food components; to present research linking fruits and vegetables to decreased health risks, specifically cancer and heart disease; and to demonstrate the role whole foods play in gender-related health concerns. To register, contact PBH's Rita McIntosh at 302-235-2329; X29.

### Take the Pledge: 5 A Day Across the USA™

The Produce for Better Health Foundation is sponsoring the "5 A Day Across the USA™" event -- a nationwide effort to raise awareness and to encourage consumers to eat 5 a day to reduce the risk of chronic diseases. This industry tour will traverse 6100 miles in 2 weeks. The purpose is to show 50 million Americans the positive health benefits of increasing their consumption of produce on a daily basis. PBH expects at least 1 million Americans will take the 5 A Day Across the USA™ pledge card -- promising to eat 5 a day for their better health and general fitness in

2000.

The event will be launched on May 18 in Salinas, California. The Team will head east, targeting 12 major cities and arriving in the Washington, D.C. on June 2, for a 5 A Day Across the USA™ finale. A giant pledge card with signatures from people across the country who have taken the pledge will be presented. Participation is free! Contact Wayne Drumheller: 302/235-2329 X16; wayned@5aday.com.

#### 5 A Day Across the USA Stops:

May 18 Reception in Salinas, CA  
May 19 Kickoff CA  
May 20 Bentonville, AR  
May 21 Memphis, TN  
May 22 Dallas  
May 23 Phoenix  
May 24 Salt Lake City  
May 25 Kansas City & Des Moines  
May 26 Minneapolis & Milwaukee  
May 27 Chicago & Indianapolis  
May 28 Indianapolis  
May 29 & 30 TBA  
May 31 Cincinnati, OH  
June 1 Boston & Trenton, NJ

### PBH's 5 A Day Foodservice Trainings in 2000:

**February 1:** 9am-12pm  
Fairfax County Public School District  
Springfield, VA

**March 2:** 3pm-6pm  
Washtenaw Intermediate School District,  
Ann Arbor, MI

**April 29:** 9am-11am  
Colorado 5 A Day foodservice Meeting,  
Pueblo, CO

**August 14:** 9am-12pm  
Liberty School District, Liberty, MO

The trainings now qualify as 2 CEU credit points for each foodservice person in attendance. Contact Wendy Snow, PBH at 302-235-2329; ext. 28.

## Publications...

Havas S, Anliker J, Damron D, Langenberg P, Ballersteros M, Feldman R. Final results of the Maryland WIC 5 A Day Promotion Program. *Am J Public Health*, 1998; 88:1161-1167.

Lytle LA, Murray DM, Perry CL, Eldridge AL. Validating fourth-grade students' self-report of dietary intake: results from the 5 A Day Power Plus program. *J Am Diet Assoc* 1998 May; 98(5):570-2.

Marcus AC, Heimendinger J, Wolfe P, Rimer BK, Morra M, Cox D, Lang PJ, Stengle W, Van Herle MP, Wagner D, Fairclough D, Hamilton L. Increasing fruit & vegetable consumption among callers to the CIS: results from a randomized trial. *Prev Med* 1998 Sep-Oct; 27(5Pt2): S16-28.

Reynolds KD, Baranowski T, Bishop DB, et al.: Patterns in child and adolescent consumption of fruit 7 vegetables: Effects of gender and ethnicity across four sites. *Journal of the American College of Nutrition* 1999; (18) 3:248-254.

continued on p. 6...

## Publications...

Reynolds KD, Hinton AW, Shewchuk R, et al.: A social cognitive model of fruit & vegetable consumption in elementary school children. *Journal of Nutrition Education* 1999;31(1):23-30.

Thompson B, Demark-Weinfried W, Taylor G, McClelland JW, Stables G, Havas S, Ziding F, Topor M, Heimendinger J, Reynolds KD, Cohen N. Baseline fruit & vegetable intake among adults in seven 5 A Day study centers located in diverse geographic areas. *J Am Diet Assoc* 1999; 99:1241-1248.

Sorensen G, Stoddard A, Peterson K, Cohen N, Hunt MK, Stein E, Palombo R, and Lederman R. Increasing fruit & vegetable consumption through worksites and families in the Treatwell 5-A-Day Study. *Am J Public Health* 1999;89:54-60.



## Notes on National Partners

### Department of Defense & 5 A Day

The Department of Defense (DOD) "5 A Day" Committee develops strategies to increase the consumption of fruits and vegetables by service members and their families. The U.S. Army Center for Health Promotion and Preventive Medicine is the coordinator for this committee.

The military wanted to determine the awareness level of soldiers eating fruits and vegetables. In 1998, the Army's Health Promotion Coordinators and Medical Treatment Facility dietitians (LTC Sally Hoedebecke, 1LT Karen Jackson, and 2LT Jessica Miller) conducted a pilot intervention in troop dining facilities at Fort Campbell, Kentucky. The objective was to determine if a nutrition education campaign delivered in mess halls would encourage soldiers to eat 5 a day as opposed to the control group. The baseline survey was conducted in the soldier's dining facilities, which provided some useful insights on dietary behavior. Significant differences were found between the quantities of fruits and vegetables soldiers thought they should eat and what they actually consumed:

- About 60% of the subjects heard of the 5 A Day Program and understood its message;
- About 25% knew that "5 or more" was the recommended number of servings.

### Indian Health Service & 5 A Day

During 1998-99, the Indian Health Service (IHS) efforts included the northwestern region of the U.S. and entailed dissemination of 5 A Day materials and information to health fairs, schools, diabetes screenings, commodity programs and health clinics on reservations. The breadth of the IHS 5 A Day program reach has expanded. The IHS Nutrition and Dietetics Training Program for the past four years has offered a 3-day workshop, "Promoting Good Nutrition in Tribal Head Start Programs". Increasing fruit and vegetable intake is emphasized throughout the workshop.

The workshop empowers Head Start staff to promote healthy eating for their program's preschoolers, as well as Head Start families. Over 100 paraprofessionals, who work for Tribal Head Start Programs, have attended the workshop.

Currently, the IHS's primary contacts are the 300 nutrition professionals who work at Indian Health Service Health Centers, Tribal Programs, and Urban Programs located throughout the U.S.

The IHS 5 A Day Coordinator will build partnerships with programs and groups on the reservations to implement promotions, policies, and environmental change to encourage increased consumption of fruits and vegetables. These programs include the farmer's markets; the USDA Food Distribution Program, the IHS Diabetes Program, with a total of 185 programs, WIC and Head Start. A total of 170 Head Start sites are working with industry to improve access to fruits and vegetables in rural areas. Wyoming is implementing a program to develop community gardens that help meet the need for fruits and vegetables, a scarcity in many rural areas. In 1999, the Alaska Department of Health received a NCI/CDC Evaluation Grant to study the efforts to increase the availability of fruits and vegetables in rural grocery stores in Alaska. In addition, IHS will continue to interface with the Northwest Indian College to teach healthy ways of preparing foods for their Nutrition Assistant Curriculum.

### USDA & 5 A Day

1999 marked an exciting year for the partnership between the U.S. Department of Agriculture and 5 A Day. USDA has been a 5 A Day national partner since entering into a memorandum of understanding (MOU) in 1997. 5 A Day messages and tactics are already well-integrated into the nutrition education efforts of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the Farmers' Market Nutrition Program (FMNP), the Commodity Supplemental Food Program (CSFP), and the Child and Adult Care Food Program (CACFP). 5 A Day materials have also been developed by and disseminated through TEAM nutrition school programs.



**Spotlight on...****Judy Johnston**

As one of the Program's original state coordinators, Judy Johnston transitioned from her interventionist roots to becoming a Co-Principal Investigator on the NIH Grant "Healthy Youth Places" (1 R01 HD37367-01). Her story offers a progressive look at community action -- from one who was in the trenches and has shaped them as a practicing applied scientist.

Judy received her BS in Dietetics & Institutional Management from Kansas State University (KSU). While working as a clinical dietitian, she completed an MS in Adult & Occupational Education. She worked for 17 years in clinical and management dietetics in hospital settings before joining the Kansas Department of Health and Environment (agency) in 1990.

Judy was asked to launch the first chronic disease nutrition program in the agency, Kansas LEAN (Leadership to Encourage Activity & Nutrition). The agency had no internal funding for chronic disease nutrition, so this initiative was funded by the Kansas Health Foundation and was the first of many grant-funded initiatives that Judy directed over the next 9 years.

When NCI licensed Kansas State Department of Health to develop a statewide 5 A Day Program (Program), the NCI basis of the Program raised the credibility of chronic disease nutrition for the agency. Judy sought to vest the Program in communities from the start by licensing all Kansas LEAN Partners, rather than creating new structures to run the Program. Because there was no state funding to support 5 A Day initiatives, Kansas LEAN integrated 5 A Day messages into all their funded projects.

Judy observed that many health promotion programs and materials were not evaluated for effectiveness in changing knowledge, attitudes or behaviors. Her interest in evaluation stemmed from her clinical experience and motivated to bring this to light in 5 A Day. Fueled by Judy's desire to instill the value and feasibility of conducting evaluation on a shoestring budget, Judy channeled grant funds into 20 mini-grants to fund evaluation of 5 A Day and other programs at the local

level. Although the support was minimal, it was precisely what was needed to jump-start these programs. The result was that grantees improved their research techniques, recognized the value of their findings in pursuing an evidence-based course of action, and grew more interested in evaluation work in nutrition.

Judy's leap to the next level of research in 1997 was prompted by her work with David Dziewaltowski, Ph.D., Chair, KSU Department of Kinesiology. David was working with Judy on evaluation of a school-based project when she realized that his expertise in behavior change theories and evaluation of community intervention complimented her field experiences and her desire to become more involved in this area of research. Together, they developed an evidence-based model for community intervention that coalitions could use to evaluate their own nutrition and physical activity efforts. The purpose of the model is to build capacity for health promotion at the community level.

The new research team, consisting of Judy, David and three other scientists, decided to respond to the NIH RFA on Innovations in Behavior Change, with no expectations of success. "We thought of the application process as a great learning experience", said Judy.

The team's goal was to receive a priority score of under 300. To their surprise, they scored 156 and received 90% of their requested budget.

As a newly minted Co-PI on a NIH research grant project, Judy moved to K-State Research & Extension Office of Community Health, where David is now an Endowed Professor of Community Health and Chair of the office. In her usual collaborative style, Judy negotiated for offices in the University of Kansas School of Medicine in Wichita where she can interact with the Medical School and MPH faculty. Judy's move in July 1999 marked her transition from the "trench to the bench".

Judy's insights on community action from the grassroots level will prove to be valuable to all her new partners.

For Judy, this has been an amazing journey which she attributes to simply being at the right place at the right time. It was her willingness to take a risk-to leave the routine behind and form unusual partnerships -- which forced her to think differently.

Judy attributes her training as a 5 A Day Coordinator, which encompassed leveraging resources, evaluation, communication, and project management, as a vehicle for pursuing exciting new ventures.



## Resources

For information on the 5 A Day program, please visit our program website:

**www.5aday.gov**

This site also features the NCI and CDC interactive website for consumers on 5 A Day & physical activity!

For more information on 5 A Day and other cancer-related topics, call the NCI's Cancer Information Service at:

**1-800-4CANCER**

For a new 5 A Day Catalogue, contact the Produce for Better Health Foundation at  
**1-888-391-2100 or  
www.5aday.org**



## Upcoming National Conference Calls

### FEBRUARY 1:

5 A Day Program Evaluation - News  
Dr. Mary Ann Van Duyn; NCI

### MARCH 7

Building an Entrepreneurial Team-Finding Your Way to Resources  
Sue Foerster & Dr. Dileep Bal,  
California Department of Health Services

### APRIL 4

Understanding Phytochemicals  
Dr. Linda Nebeling, NCI

## Themes Chosen for 5 A Day Week

The national program partners, NCI and PBH, have selected the themes for national 5 A Day Week for the next two years. 5 A Day Week is a period of high visibility promotions conducted across the country to raise awareness of the importance of eating a diet rich in fruits and vegetables. This annual campaign, "Take the 5 A Day Challenge", occurs during the second full week in September and will use these themes:

**Year 2000:** September 10-16  
"Fruits & Vegetables:  
By Popular Demand"

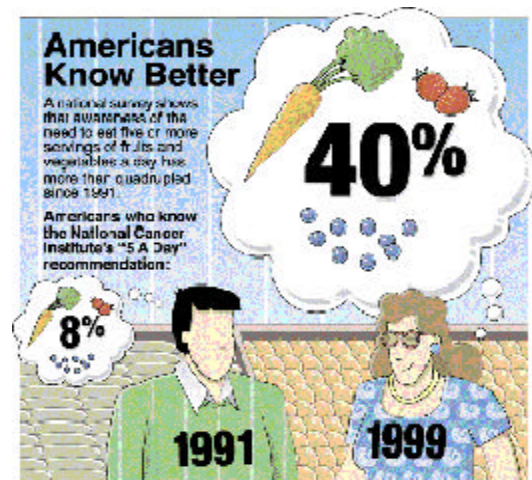
**Year 2001:** September 9-15  
"Foods for the Future"

## More Americans Aware of the 5 A Day Message

Awareness among Americans of the 5 A Day message reached an all-time high of 40% in August 1999, according to NCI's Omnibus Survey:

- 50% of women were aware of the 5 A Day message compared to 29% of men.
- Respondents who report trying to eat more fruits and vegetables remains high.

Before 5 A Day Week, 71% of total respondents said they were trying to eat more fruits and vegetables; this represents 62% for men and 69% for women.



Source: National Cancer Institute

A National Cancer Institute Graphic

### 5 A Day for Better Health Program

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